

Pandora Looks to New Collection to Change Its Image



Pandora, best known for its charm bracelets, has launched a new collection as part of its strategy to reinvent itself as a broad-based jewelry brand.

The line, called Pandora Essence, contains contemporary and sculptural designs inspired by organic shapes from nature, the Danish retailer [said last week](#). It comprises 50 pieces, including necklaces, rings and earrings made with cultured pearls.

“Expanding its collections across new aesthetics and in other materials and categories than its signature sterling silver charms and bracelets is part of [Pandora’s growth](#) strategy, Phoenix,” the company explained. “The strategy aims to elevate brand desirability and change consumer perception of Pandora, from primarily offering charms and bracelets into a full jewelry brand.”

Pandora first debuted the collection in the Netherlands as part of a pilot program. On May 15, it launched in stores globally and online.

“Our customers have a broad set of needs, and by expanding our assortment, as a full jewelry brand grounded on special meaning, we can better enable them to express who they are and what they love,” said Pandora chief marketing officer Mary Carmen Gasco-Buisson. “I am confident this gorgeous collection will attract more consumers to Pandora and drive further growth.”

Image: Jewelry from the Pandora Essence collection. (Pandora)